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# USDA Inside USDA Information

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## INSIDE "INSIDE"

More Mt. St. Helens reports...comments and follow-through from the GPA/ACE workshop...performance standards and what to expect... notes from here, there and nearly everywhere...USDA's award ceremony...a new campaign coming up...and just a dash of this'n that.

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## ON TOP OF...AND AROUND...

Most of us have been reading about Mt. St. Helens for a couple of weeks. Don Elder and Doug Maxwell have seen it. They were a GPA film team that went to see the mountain soon after its eruption May 18...reported that the stories we've all seen and read about the catastrophe aren't exaggerated.

Meanwhile, back home GPA's Roger Sandman began issuing his daily reports about the disaster. He gets his material from the Forest Service, Soil Conservation Service, and Science and Education Administration people who have to cope with the problem every day on the scene. In fact, almost every USDA agency has become involved.

Food stamps have been approved for areas affected by the emergency; requests are already being made for crop insurance; animal health problems are popping up; food safety has been affected because air filtering systems are getting clogged up; crop production has been hard hit in some areas, especially where wheat, alfalfa, lentils, vegetables and some fruit are grown. Some irrigation ditches have partially filled with ash... centrifugal pumps used in irrigation are wearing out...in fact, almost any mechanical equipment left uncovered will have to be completely dismantled for cleaning before it can be used again. It's likely that emergency conservation program practices and emergency feed programs will be put into effect.

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## BEING ENERGETIC

Shortly you'll be hearing of a new farm energy conservation effort...dare we call it a campaign?

Bill Whyte, GPA, who'll be masterminding the program, says it breaks down into two phases. The first comes yet this summer and early fall; the second continues into 1981.

There will be a number of TV public service announcements showing farmers with successful energy saving practices; some encouragements about conservation of energy through radio psa's and news announcements; as many "success story" news specials as we can

find; publication and testing of a farm energy audit booklet... plus the usual envelope stuffers and various other gimmicks.

If you know of farm people who have practiced energy saving well, you might let Bill know about them. Write him at GPA's Special Programs Center.

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AWARDS, AWARDS, AWARDS The 1979 Yearbook concept and production team got USDA's Superior Service Award last week "for exceptional creativity in concept and production...making (the Yearbook) the most unique and innovative Yearbook ever published by the Department."

So did the food diet and appraisal research group that wrote the popular bulletin called "Food." Then Dave Garten of the Food Safety and Quality Service was a member of a multi-agency sulfa residue reduction task force that also got the Superior Service Award.

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LAST WEEK'S CONFERENCE While the award program was underway, many inf folks were attending the 3rd annual GPA/ACE workshop at the National 4-H Center. One primary topic of interest to all USDA inf people had to do with performance standards. Changes in the civil service law and revision of the 1081 job series standards no doubt will affect how we do things in the future...calling for planning, budgeting, accountability and evaluation.

One speaker, Kalman B. Druck, chairman of the national professional development committee of the Public Relations Society of America, discussed activities in PSRA to attain professional standards.

He pointed out that a profession is a calling on which you draw on a body of knowledge to help others...that we're measured today on at least three attributes: our abilities to manage an inf program; our communication skills; and our abilities to sort out and reach our specific audiences.

If we can get copies of various talks delivered at the meeting, we'll make them available to you. More later....

\* \* \*

PRINTING TALKS IN  
ST. LOUIS

Folks in the St. Louis, Mo., area are invited to an open meeting June 13 (10 a.m. to 4 p.m.) to discuss the Feds printing and distribution programs and to offer suggestions on improving the printing, procurement and distribution of govt. pubs. The meeting is another of those sponsored by the Congressional Joint Committee on Printing and the Government Printing Office. The meeting will be held in the 2nd floor auditorium of the Federal Building, 405 So. Tucker Blvd.

Anyone planning to attend from the St. Louis area and throughout GPO Printing Procurement Region 6 is requested to notify the

St. Louis office. Get in touch with that office at 210 N. Tucker Blvd., Room 1466 in St. Louis, (314) 425-4371, by June 4...indicating names, position titles and full addresses of personnel who will attend.

\* \* \*

WE GET MORE LETTERS... Last week's mail brought interesting notes from Gordon Graham, U. of Arizona, who noted that his university has a new ag dean in sight...from Ruth Thompson, Louisiana State U., who is still encouraging better design...from R. Lyle Webster, retired USDA, who says he came across a 1955 Office of Information "pictorial" organization chart--one with photos instead of boxes. Lyle says, "the count on the 14 of us (in the chart) is: 10 retired, 4 dead. Shows what 25 years will do."

Then we also heard from Carol Doolittle, Cornell U., who says the film, "Work for Us," will be coming to D.C. on June 17. When we hear where, we'll be letting interested folks know.

Finally, we got a note again from Tom Hargrove, International Rice Research Institute of the Philippines. He included a copy of "Beyond IR8/IRRI'S Second Decade." Wow! What a publication...full color throughout; a heavy cover that's so stiff you can hardly bend it. (All of which prompts a comment about the quality of publications all such centers are issuing these days...expensive and slick.)

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TO READ...IF YOU WANTA You'll want to read the June 2 story in "U.S. News and World Report" about USDA...has a crack or two about inf work in the Department too. Our own editorial comment is it's true as far as it goes....

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FOOD NEWS FOR YOU Have we mentioned "Food News for Consumers"? It's a monthly report prepared by FSQS with the cooperation of the Economics, Statistics and Cooperatives Service, the Food and Nutrition Service and the Agricultural Marketing Service. Each agency has a section.

Marilee Menard, FSQS, honchos production and says next month there will be a section by SEA who's joining the team.

If you're not getting copies and want them, write Marilee... Room 327-E at FSQS, Washington 20250.

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THEN THERE ARE CARDS While we're at it, we also should mention the neat card FSQS has recently produced. It's called "How to Fight the Food Spoilers." It gives you tips on how to handle food to keep it from spoiling...a handy label to stick on your refrigerator or someplace where you'll see it often.

\* \* \*

JOB HUNTING? TRY N.C. From Bill Carpenter, North Carolina State U., comes word that Julie Bender, present home economics editor, is leaving for



Kansas where her husband has taken a research position. As a result, NC State is looking for a new home ec editor, effective July 1.

Candidates with a masters in journalism, home ec communication or similar field are preferred. Also, 3 years experience...part of which should be on a newspaper...must be able to write news articles, edit publications, train agents and give general leadership to home ec information efforts.

Send resume and 3 letters of recommendation by June 30 to:  
Tom Byrd, Box 5037, NC State U., Raleigh 27650.

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OR TRY FSQS

Federal jobs are few and far between these days, but the Food Safety and Quality Service is advertising for an editorial assistant, GS-7, to work on impact statements, reports and so on.

Two years general experience are required...and folks interested should contact Mary Troiano, FSQS, Personnel Div., Room 3438-S, Washington 20250 or call (202) 447-4815. Refer to announcement No. FSQS-80-110. Closing date for application is June 9.

\* \* \*

OR ESCS

ESCS is looking for a writer-editor GS-9/12 to help on news materials, current publications and scheduled periodic reports. Applicants must have 3 years general experience and 2 years specialized experience for the GS-9 or 3 years for the GS-11 rating. Also, the job is a part-time spot, not to exceed 32 hours weekly.

If interested, ask about vacancy No. ESCS-IS-80-808 and get in touch with Phil Lando, ESCS, PD, OB, Room 1459-S, Washington 20250 or call (202) 447-2427.

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TO REACH US...CALL...

By separate mail soon, you'll be receiving new copies of "How to Get Information." It gives the latest addresses and telephone numbers of folks handling various information activities here.

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"Inside Information" is published by the Office of Governmental and Public Affairs for information officers and specialists in the U.S. Department of Agriculture, the State Departments of Agriculture, and the Land-Grant Universities. Send contributions to Hal R. Taylor, Acting Director of Public Affairs, (202) 447-7903.